

Appl. No. 09/855,062  
Amendment dated October 22, 2003  
Reply to Office action of June 25, 2003

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1 **Claim 1 (currently amended):** A method for marketing a good via a website having a website  
2 address and permitting a seller to post information about said good thereon under a unique identifier,  
3 said website further permitting a prospective purchaser to enter said unique identifier in order to view  
4 said posted information, comprising the following steps of in the following order:

5 a) providing a physical sign having a preprinted thereon said website address, a space  
6 for a said unique identifier, and an indication that a good is for sale or rent, said physical sign being  
7 provided for sale purchase at a retail store,

8 b) a seller of said good purchasing said physical sign from said retail store,

9 ~~c) providing a website located at said website address, said website permitting said~~  
10 ~~seller to post on said website under said unique identifier information about said good, said website~~  
11 ~~further permitting a prospective purchaser to enter said unique identifier in order to view said~~  
12 ~~information,~~

13 ~~d) said seller conspicuously placing said sign physically on or adjacent said good for~~  
14 ~~sale or rent, wherein said unique identifier corresponds specifically to said good on said website, and~~

15 ~~eg) wherein after purchasing said physical sign, said seller logs onto said website to post~~  
16 ~~said information thereon, and said unique identifier is being provided to said seller or entered by said~~  
17 ~~seller at said website in connection with said seller posting said information on said website, and~~

18 d) said seller conspicuously placing said sign physically on or adjacent said good for  
19 sale or rent, wherein said unique identifier corresponds specifically to said good on said website.

1 **Claim 2 (original):** A method according to claim 1, wherein said unique identifier is preprinted on  
2 said sign in said space for a unique identifier.

1 **Claim 3 (original):** A method according to claim 1, wherein said website provides said unique  
2 identifier to said seller in connection with said seller posting said information on said website, thus

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3 permitting said seller to thereafter provide said unique identifier in said space on said sign.

1 **Claim 4 (previously presented):** A method according to claim 1, wherein said sign is provided with  
2 a description of said good preprinted thereon.

1 **Claim 5 (original):** A method according to claim 1, wherein said sign is further provided with a  
2 space to indicate a seller's personal contact information.

**Claim 6 (cancelled)**

1 **Claim 7 (previously presented):** A method according to claim 1, wherein said website is further  
2 adapted to permit said prospective purchaser to browse a plurality of goods listed on said website by  
3 category, and to view posted information therefor without reference to said unique identifier.

1 **Claim 8 (previously presented):** A method according to claim 1, wherein said website is further  
2 adapted to permit said prospective purchaser to browse a plurality of goods listed on said website by  
3 geographic location, and to view posted information therefor without reference to said unique  
4 identifier.

1 **Claim 9 (original):** A method according to claim 1, wherein said sign has preprinted thereon  
2 instructions to said seller about how to post said information about said good on said website under  
3 said unique identifier.

1 **Claim 10 (previously presented):** A method according to claim 1, said method being adapted to  
2 permit a purchaser of said good to make payment for said good directly to the seller or the seller's  
3 agent.

1 **Claim 11 (previously presented):** A method according to claim 1, said method being adapted to  
2 permit a purchaser of said good to make payment for said good to a provider of said website, after  
3 which said provider will forward said payment to the seller of said good.

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1 **Claim 12 (original):** A method according to claim 11, wherein said provider charges a fee to said  
2 seller in connection with said payment.

1 **Claim 13 (previously presented):** A method according to claim 1, wherein said sign is provided  
2 with a container into which said seller can deposit a sheet of paper containing information about said  
3 good.

21 1 **Claim 14 (previously presented):** A method according to claim 1, further comprising the step of  
2 promoting said website to the general consuming public.

1 **Claim 15 (original):** A method according to claim 1, further comprising the step of charging a fee  
2 to said seller in connection with said posting of information on said website.

**Claims 16-21 (cancelled)**

1 **Claim 22 (previously presented):** A method according to claim 1, wherein said prospective  
2 purchaser, upon viewing said sign, is informed by said sign of the following points:  
3 i. that said good is for sale or rent;  
4 ii. of said website address for said website; and  
5 iii. of said unique identifier corresponding to information regarding said good on said  
6 website.

1 **Claim 23 (previously presented):** A method according to claim 22, wherein said prospective  
2 purchaser is informed of said points i-iii prior to logging onto said website.

**Claims 24-25 (cancelled)**

1 **Claim 26 (previously presented):** A method according to claim 1, wherein said good is a good for  
2 sale.

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1 **Claim 27 (previously presented):** A method according to claim 26, said good for sale being an  
2 automobile.

1 **Claim 28 (previously presented):** A method according to claim 26, said good for sale being real  
2 estate.

1 **Claim 29 (previously presented):** A method according to claim 26, said unique identifier being  
2 preprinted on said sign in said space for a unique identifier.

1 **Claim 30 (previously presented):** A method according to claim 26, wherein said sign is provided  
2 with a description of said good for sale preprinted thereon.

1 **Claim 31 (previously presented):** A method according to claim 26, wherein said sign is further  
2 provided with a space to indicate a seller's personal contact information.

1 **Claim 32 (previously presented):** A method according to claim 26, wherein said website is further  
2 adapted to permit said prospective purchaser to browse a plurality of goods listed on said website by  
3 category, and to view posted information therefor without reference to said unique identifier.

1 **Claim 33 (previously presented):** A method according to claim 26, wherein said website is further  
2 adapted to permit said prospective purchaser to browse a plurality of goods listed on said website by  
3 geographic location, and to view posted information therefor without reference to said unique  
4 identifier.

1 **Claim 34 (previously presented):** A method according to claim 26, further comprising the step of  
2 providing a container into which said seller can deposit a sheet of paper containing information about  
3 said good for sale.

1 **Claim 35 (previously presented):** A method according to claim 26, further comprising the step of

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2 promoting said website to the general consuming public.

1 Claim 36 (cancelled)

1 Claim 37 (currently amended): A method according to claim 1, wherein, after step (c) (c), said  
2 prospective purchaser views said posted information about said good on said website.

1 **Claim 38 (currently amended):** A method for marketing a good via a website having a website  
2 address and permitting a seller who has a good for sale or rent to post information about said good  
3 thereon under a unique identifier, comprising the following steps in the following order:

4 a) providing a physical sign for purchase by said seller, said sign having a preprinted  
5 said website address preprinted thereon, a space for a said unique identifier, and an indication that  
6 a good is for sale or rent,

7 b) selling said physical sign to a said seller who has a good for sale or rent, and

8 c) ~~providing a website located at said website address, said website permitting said~~  
9 ~~seller to post on said website under said unique identifier information about said good, said website~~  
10 ~~further permitting a prospective purchaser to enter said unique identifier in order to view said~~  
11 ~~information,~~

12 ~~wherein, after purchasing said physical sign, said seller logs onto said website and posts said~~  
13 ~~information thereon, said unique identifier being provided to said seller or entered by said seller in~~  
14 ~~connection with said seller's posting said information.~~

1 Claim 39 (previously presented): A method according to claim 38, said physical sign having  
2 preprinted thereon instructions to said seller about how to post said information about said good on  
3 said website.

1 Claim 40 (previously presented): A method according to claim 38, said physical sign being offered  
2 for sale at a retail store, said seller purchasing said sign at said retail store.